

ORDER



KSNV

Orders
Order / Rev: 107197
Alt Order #:
Product Desc: October 2012 Campaign
Estimate:
Flight Dates: 10/05/12 - 10/28/12
Original Date / Rev: 10/16/12 / 10/16/12
Order Type: GENERAL

Primary AE: Kevin Goodell
Sales Office: VEGS
Sales Region: Local

Agency Name: Policy Communications
Buying Contact:
Billing Contact:
 415 S. 6th St.
 Las Vegas, NV 89101

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Committee to Re-Elect Judge Adriana I
Demographic: A25-54
Product Codes: PLC12
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 62 | \$32,975.00 | \$28,028.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 62 | \$32,975.00 | \$28,028.75 | 0.00 |
| Totals | 62 | \$32,975.00 | \$28,028.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kevin Goodell | VEGS | Local | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|-------------|-------------------|-------------------|---------------------------|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|------------|
| 1 | KSNV | 10/08/12 | 10/24/12 | Today Show | CM | 658a-9am | ----- | :30 | 0 | \$600.002 | | 0.00 | NM | 7 | \$4,200.00 |
| | | | | Today Show | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | M-W-F-- | | 3 | | | | \$600.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | -T-T--- | | 2 | | | | \$600.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | M-W---- | | 2 | | | | \$600.00 | | 0.00 | | | |
| 2 | KSNV | 10/17/12 | 10/24/12 | FacetoFace/Ralston Rep | CM | 730-758pm | ----- | :30 | 0 | \$450.002 | | 0.00 | NM | 2 | \$900.00 |
| | | | | Face to Face w/ J.Ralston | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --W---- | | 1 | | | | \$450.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | --W---- | | 1 | | | | \$450.00 | | 0.00 | | | |
| 3 | KSNV | 10/06/12 | 10/20/12 | Sa-Su Early News | CM | 5pm-630pm | ----- | :30 | 0 | \$450.002 | | 0.00 | NM | 4 | \$1,850.00 |
| | | | | Sa-Su Early News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S- | | 1 | | | | \$450.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KSNV | 10/01/12-10/07/12 | Sa-Su Early News | | 5pm-630pm | -----Sa-- | :30 | | (\$450.00) | | 0.00 | NM | | |
| | | | | See MG 3.4,3.5 | | | | | | | | | | | |
| | | | | [PGM CHG= ND FOOTBALL] | | | | | | | | | | | |
| | 4 | KSNV | 10/05/12-10/05/12 | M-F 5-6a WakeUp w/Wagners | | 5-6a | -----F---- | :30 | | \$450.00 | | 0.00 | NM | | |
| | | | | MG for 3.1,10.1 | | | | | | | | | | | |
| | 5 | KSNV | 10/05/12-10/05/12 | The Tonight Show | | 1135p-1237a | -----F---- | :30 | | \$500.00 | | 0.00 | NM | | |
| | | | | MG for 3.1,10.1 | | | | | | | | | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$450.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$450.00 | | 0.00 | | | |

Order / Rev: 107197
 Alt Order #:
 Flight Dates: 10/05/12 - 10/28/12

Advertiser: Committee to Re-Elect Judge Adriana Esc
 Product Desc: October 2012 Campaign
 Estimate:
KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|--|-----------------|--|-------|-----------------------|-----------------|---------------|-------|-------------------------|-----|---------------|-------------|-------|------------|
| 4 | KSNV | 10/14/12 | 10/28/12 | News 3 Today - SUNDAY News 3 Today - SUN | CM | 9am-930a | ----- | :30 | 0 | \$250.002 | | 0.00 | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$250.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$250.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$250.00 | | 0.00 | | | |
| 5 | KSNV | 10/11/12 | 10/25/12 | M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners | CM | 6-7a | ----- | :30 | 0 | \$450.002 | | 0.00 | NM | 6 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ---T--- | | 1 | | | | \$450.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | M-W-F-- | | 3 | | | | \$450.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -T-T--- | | 2 | | | | \$450.00 | | 0.00 | | | |
| 6 | KSNV | 10/15/12 | 10/24/12 | M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune | CM | 630-730pm | ----- | :30 | 0 | \$750.002 | | 0.00 | NM | 4 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M-W---- | | 2 | | | | \$750.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | M-W---- | | 2 | | | | \$750.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | KSNV | 10/22/12-10/28/12 | | M-F Jeop/Wheel | | 630-730pm | M-W----- | :30 | | (\$750.00) | | 0.00 | NM | | |
| | | See MG 6.5 [PGM CHG= NBC DEBATE] | | | | | | | | | | | | | |
| 5 | KSNV | 10/23/12-10/23/12 | | M-F Jeop/Wheel | | 630-730pm | -T----- | :30 | | \$750.00 | | 0.00 | NM | | |
| | | Ⓜ MG for 6.3 10/22 | | | | | | | | | | | | | |
| 7 | KSNV | 10/10/12 | 10/25/12 | M-F Early News M-F Early News | CM | 5-630p | ----- | :30 | 0 | \$900.002 | | 0.00 | NM | 6 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WT--- | | 2 | | | | \$900.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | --WT--- | | 2 | | | | \$900.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | --WT--- | | 2 | | | | \$900.00 | | 0.00 | | | |
| 8 | KSNV | 10/08/12 | 10/23/12 | Rachael Ray Rachael Ray | CM | 11am-12pm | ----- | :30 | 0 | \$225.002 | | 0.00 | NM | 6 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | MT----- | | 2 | | | | \$225.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | MT----- | | 2 | | | | \$225.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | 2 | | | | \$225.00 | | 0.00 | | | |
| N 9 | KSNV | 10/18/12 | 10/18/12 | Thurs PR 10-11p Thursday Prime 10-11pm | CM | 10-11pm | ----- | :30 | 0 | \$2,100.002 | | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | ---T--- | | 1 | | | | \$2,100.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSNV | 10/15/12-10/21/12 | | Thurs PR 10-11p | | 10-11pm | ---Th----- | :30 | | (\$2,100.00) | | 0.00 | NM | | |
| | | See MG 13.6,13.7 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | |
| 10 | KSNV | 10/07/12 | 10/28/12 | Sunday Today Sunday Today | CM | 7a-8am | ----- | :30 | 0 | \$500.002 | | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S | | 1 | | | | \$500.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSNV | 10/01/12-10/07/12 | | Sunday Today | | 7a-8am | -----Su | :30 | | (\$500.00) | | 0.00 | NM | | |
| | | See MG 3.4,3.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$500.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | ----- | | 0 | | | | \$500.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$500.00 | | 0.00 | | | |
| 11 | KSNV | 10/08/12 | 10/22/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | ----- | :30 | 0 | \$775.002 | | 0.00 | NM | 3 | \$2,325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | M----- | | 1 | | | | \$775.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$775.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | M----- | | 1 | | | | \$775.00 | | 0.00 | | | |
| 12 | KSNV | 10/09/12 | 10/24/12 | | CM | 12-1230pm | ----- | :30 | 0 | \$275.002 | | 0.00 | NM | 5 | \$1,375.00 |

Order / Rev: 107197
 Alt Order #:
 Flight Dates: 10/05/12 - 10/28/12

Advertiser: Committee to Re-Elect Judge Adriana Esc
 Product Desc: October 2012 Campaign
 Estimate:

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|-----------------|----------------------|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|-------------|
| Noon News | | | | | | | | | | | | | | | |
| Noon News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T-T--- | | 2 | | | | \$275.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | -T-T--- | | 2 | | | | \$275.00 | | 0.00 | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | 1 | | | | \$275.00 | | 0.00 | | | |
| N 13 | KSNV | 10/10/12 | 10/25/12 | The Agenda 1230pm | CM | 1230-1p | ----- | :30 | 0 | \$225.00 | 2 | 0.00 | NM | 6 | \$3,225.00 |
| The Agenda 1230pm | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | 1 | | | | \$225.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | M-W---- | | 2 | | | | \$225.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | KSNV | 10/15/12-10/21/12 | | The Agenda 1230pm | | 1230-1p | M-W----- | :30 | | (\$225.00) | | 0.00 | NM | | |
| See MG 13.6,13.7 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 6 | KSNV | 10/24/12-10/24/12 | | The Agenda 1230pm | | 1230-1p | --W----- | :30 | | \$225.00 | | 0.00 | NM | | |
| Ⓜ MG for 13.2,9.1 | | | | | | | | | | | | | | | |
| 7 | KSNV | 10/25/12-10/25/12 | | Thurs PR 10-11p | | 10-11pm | ---Th---- | :30 | | \$2,100.00 | | 0.00 | NM | | |
| Ⓜ MG for 13.2,9.1 | | | | | | | | | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -T-T--- | | 2 | | | | \$225.00 | | 0.00 | | | |
| 14 | KSNV | 10/07/12 | 10/28/12 | News 3 Live in Prime | CM | 7-10pm | ----- | :30 | 0 | \$900.00 | 2 | 0.00 | NM | 4 | \$3,600.00 |
| News 3 in Prime | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | 1 | | | | \$900.00 | | 0.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$900.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$900.00 | | 0.00 | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$900.00 | | 0.00 | | | |
| 15 | KSNV | 10/06/12 | 10/27/12 | Saturday Today | CM | 7a-9am | ----- | :30 | 0 | \$325.00 | 2 | 0.00 | NM | 4 | \$1,300.00 |
| Saturday Today | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | 1 | | | | \$325.00 | | 0.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$325.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$325.00 | | 0.00 | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | 1 | | | | \$325.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 62 | \$32,975.00 |